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New Players Lights 25's

5 free
smokes?
It's your
lucky day.

Kings & 100's
Also available in Menthol.

Kings: 10 mg. "tar," 0.8 mg. nicotine
100's: 10 mg. "tar," 0.8 mg. nicotine
av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**



Count 'em.

25

of the finest
for the price of 20.

MR's suggested pricing based on full-price brands.

